

Rep Order# 6851367 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Printed: 09/12/2012 10:43 AM
Last Received: 09/11/2012 11:33 AM

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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser () BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S

Buyer MICHAEL DETTORRE

Phone#

Fax#

LT

In

Day

Time

Program

Hiatus Weeks

Flight Dates

09/12/2012 - 09/17/2012

Hiatus Weeks

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Salesperson

Phone#

Salesperson FAX#

215-568-6540

215-568-1845

Agency () SHORR,JOHNSON,MAGNUS

1831 CHESTNUT ST. #602

PHILADELPHIA, PA 19103

Agency/C/P1/P2/E

//30S

Flight Dates

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Salesperson

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Traffic Order# 106510
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser () BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S

Buyer MICHAEL DETTORRE

Phone#

Fax#

LT

In Day Time Program

Agency () SHORR,JOHNSON,MAGNUS

1831 CHESTNUT ST. #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E

//30S 09/12/2012 - 09/17/2012

Flight Dates

Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone#
Salesperson FAX#

215-568-6540
215-568-1845

Spots/Week # of Weeks
Total Spots Total Cost Daypart

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Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency CPI/PZE //30S
Flight Dates 09/12/2012 - 09/17/2012
Hiatus Weeks

LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

44	SA	6A-7A	:30	\$200.00	09/15-09/15	1	1	1	\$200.00
45	SA	7A-9A	:30	\$325.00	09/15-09/15	3	1	3	\$975.00
46	SA	9A-930A	:30	\$275.00	09/15-09/15	1	1	1	\$275.00
47	SU	9A-930A	:30	\$250.00	09/16-09/16	1	1	1	\$250.00
48	SA	1130P-1A	:30	\$750.00	09/15-09/15	1	1	1	\$750.00

—REPORT TOTALS—

Report Totals: 136 / \$53,440.00

—SALES MONTHLY TOTALS—

Sep 12: 136 / \$53,440.00

Sales Totals: 136 / \$53,440.00

Station Totals: 136 / \$53,440.00

Lines not sent/rcl'd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$177,955	CATV	0%	KBLR	0%	KINC	0%	KLAS	26%	KSNV	30%
		KTNV	15%	KTUD	0%	KVON	4%	KVNY	0%	KVVU	24%
		XXXX	0%								

—COMPETITIVE COMMENTS—
SHARES ESTIMATED

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1831 CHESTNUT ST. #602 Sales Office () PHILADELPHIA
PHILADELPHIA, PA 19103 Salesperson () AMY MCCREARY

Agency C/P1/F2/E Flight Dates 09/12/2012 - 09/17/2012

Hiatus Weeks //30S Salesperson Phone# 215-568-6540

Fax# Salesperson FAX# 215-568-1845

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Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Books NOV12
Demos RA35+